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THE HONEST PLANT GROWER

The Waller Bulletin

1935/36

TO

AN OPEN LETTER TO YOU

SUPPOSE you made your living by growing and selling better berry plants. Suppose you had followed this occupation for thirty-four years, slowly building up a reputation for honesty, integrity and fairness. Suppose you had thousands of customers, both old and new, who relied upon you for recommendation and advice. What sort of a Bulletin would you write?

Would you ask yourself how you could make your customers more successful in the production of their crops so that next year and each year thereafter they would return to you for the plants they bought? Or would you say: "These are hard times. We can grow inferior plants with little investment, and we can realize a large margin of profit from these cheap plants. . . . We can fool the people for one year. . . . Let next year take care of itself."

We asked ourselves these two questions. This bulletin is the reply of a man who has devoted a lifetime to the breeding and selling of better berry plants.

But there was still another question confronting us in writing this bulletin. Would our customers like a new thirty-two page color-plate catalog even though it cost several thousands of dollars and meant an increase in cost of not less than ten per cent in the price of our plants, or would they prefer an honest, straight - from - the - shoulder bulletin setting forth simply and briefly the merits of the plants we had for sale?

Simple economy demanded the latter. Any plant establishment, in order to stay in business, must realize a fair margin of profit above expenses, and in order to bring you WALLER QUALITY plants at the lowest possible price we have cut our expenses to the bone. Yet, in no instance have we sacrificed the high standard of our plants in order to cheapen the price.

So sure are we of the quality of our plants, we are will-

ing to let the success of this establishment rest upon the merits of the plants we sell, the service we give our customers, and the honesty we put into our advertising.

To this end, we cannot conform to the practice of some of our competitors in shipping plants long distances packed only in tow sacks. This method of packing, although less expensive, usually results in over-heated and inferior plants. WALLER BROS. will not ship plants this way except on very short hauls where the plants will be on the road not more than a few hours.

Careful and efficient packing of plants for shipment is just as important a factor in growing strong-rooted, disease-free plants as are methods of selection and cultivation. Every plant WALLER BROS. ships by express or freight will be packed in specially constructed ventilated crates, and the roots of all plants will be carefully packed in damp sphagnum moss.

WALLER BROS. takes these extra precautions to assure you of "A" quality plants, for our interests as plant growers lie in the same direction as yours. Our success or failure is inseparable from the success or failure of our customers.

This bulletin is intended to serve you whether you buy your plants from WALLER BROS. or from some other reliable plant grower. However, when you buy plants from us you get plants that are the product of one of the best equipped and largest plant growing establishments in the South. Our close association with the berry world, and our ever-increasing volume of business, have afforded us a breadth of experience matched by few other plant growers.

We solicit your business. We invite comparison, not only in quality of plants but also in price. We urge you to buy better plants, honestly grown and honestly advertised.

It makes no difference how good your land may be, how well you fertilize it, how thoroughly you cultivate it, how favorable a growing season you may have, your crop can be no better than the plants you set. It is simple economy to set the best quality plant that you can buy, for at harvest time the best plant that can be bought is the cheapest plant you can set. You cannot buy better plants than WALLER BROS. "A" quality plants, regardless of the price you pay.

WALLER'S GUARANTEED
PLANTS

WALLER BROS.

JUDSONIA

ARKANSAS

WALLER'S
GUARANTEED
PLANTS

PLANTS, BERRIES, PROFITS

STRAWBERRIES

Youngberry Dewberries

**Waller Bros. Quality Plants
Have No Superior**

It is not by accident that WALLER BROS. quality plants are the most dependable plants that can be bought. They are selected, grown, packed, and shipped according to the most approved scientific methods. Here are a few of the reasons why our customers rely upon WALLER BROS. quality berry plants:

Every "mother" plant that we set in our fields is carefully *hand selected* by an expert. All stunted, undersized, shriveled, or otherwise inferior plants are culled and immediately destroyed. Sometimes one bad plant can disease a whole plot.

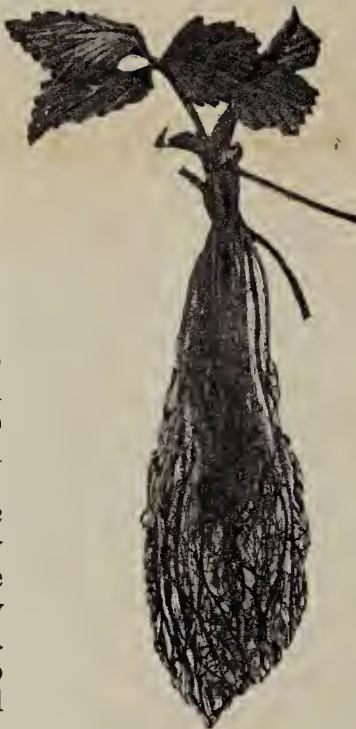
Our plants are carefully and continuously cultivated during the growing season. As we grow every strawberry plant we sell, we know that these plants have received proper care while in the field.

Our plants are dug by skilled workers under the supervision of a trained man. There are no broken roots, split crowns or other digging defects in our plants.

Upon entering our packing shed our plants are inspected, both by our inspector and by a state inspector, counted, tied in bundles of twenty-six (sold as twenty-five), and labeled. So carefully are our plants culled and inspected that we guarantee them to pass inspection in any state by an authorized inspector.

Our plants are shipped *the same day they are dug* in crates especially designed to provide them with ample moisture and ventilation. Not only this, the roots of all WALLER BROS. plants are packed in damp moss to assure you that they will not be dried or shriveled when you get them.

Plants so grown, culled, packed, and shipped *must* be right.



WALLER'S NEWGROUND
PLANT

Who Pays the Bill?

When you set inferior plants bought from a fly-by-night dealer because they can undersell by ten cents on the thousand a reliable plant grower—Who Pays the Bill? When the cost of setting, cultivation, fertilizer, and the use of the land to grow these inferior plants is considered—How Much Money Have You Saved? When spring comes and the berries are ready to harvest—Have You Made Any Profit Off These Cheap Plants?

It costs less to fertilize and cultivate good berry plants because their strong system of disease-free roots are ready to grow when you get them. They do not have to be cajoled and pampered by special plowing and fertilizing. Set them on good land and give them proper care and cultivation—the plants will do the rest. Your yield will repay you ten-fold.

A SIMPLE PROBLEM IN ARITHMETIC

Problem: If you can save ten cents on the thousand by buying cheap plants and you are setting ten acres of berries, 8,000 plants to the acre, how much have you saved on the plants?

Further, if the cheap plants you set, which never give the satisfaction that well grown plants give, yield only half as much as the quality plants, have you profited or lost by setting cheap plants?

Again, if it cost twenty per cent more to fertilize and cultivate cheap plants (counting the cost of cultivation at \$10 to the acre) how much have you lost by setting cheap plants?

Answer: Dependable quality plants are the cheapest plants that you can set. WALLER quality plants are the best yield insurance that your money can buy.

WALLER'S SUPERIOR PLANTS

AN ADDED SERVICE TO WALLER'S CUSTOMERS

In order to insure you a better plant growth and, therefore, a better yield of fancy berries from the plants you buy from us, we are offering you the services of our experts. If you are not sure of the variety of berry which will do best in your vicinity, the fertilizer to use (if any), the method of setting, cultivation, packing—in fact any question concerning Strawberries, Raspberries, Dewberries, or Youngberries—Write WALLER BROS., Service Department. We will cheerfully give you knowledge we have gained by our thirty-four years experience in selecting and growing berries.

Our interest in our customers does not cease when we have sold them plants. Your success in berry culture is our success. It makes no difference whether you buy one plant or a million, WALLER BROS. is ready to serve you at all times.

1935

FALL


1936

SPRING

FROST-PROOF EXTRA EARLY BLAKEMORE

EARLY
HARDY
PRODUCTIVE

The Best
Early Shipping
Berry



THE New Blakemore, although introduced scarcely ten years ago, has been fruited in practically every state in the Union, and its success has been so phenomenal that in many districts it is rapidly displacing its parents, the Premier and Missionary. As a plant maker, a shipping berry, and a prolific yielder, it has not been bettered, and added to these admirable qualities is the fact that it will grow and yield a fair crop under conditions not favorable to berry culture. Where other varieties of early strawberries will grow and yield, we firmly believe that the Blakemore will grow better, yield more, and be of better quality than the other variety. We have fruited this berry for several years and we are so pleased with it, and we are so confident that our customers will be pleased with it, that ten million of the fifty million plants we have for sale this year are of this variety.

The Blakemore is a tart berry of the Missionary type. Its foliage is dense and it is more resistant to disease than either the Premier or Missionary. It grows well during the short days of winter and spring, and although it is an early bloomer, it has never been winter injured here. Last season when the Klondike yield was cut short by fully fifty per cent the Blakemore produced a full crop.

This berry is slightly blunted at the point, conic-shaped, with broad shoulders and slim neck. Its bright green cap curls upward when the fruit ripens, making it easy to pick and hull.

The Blakemore is firmer than either of its parents. It will not puff and become soft during hot, moist weather. It will not bleed unless given unnecessary abuse, and unlike many other early berries, it retains its bright red color long after picking. This fact coupled with its earliness gives it a great advantage in the wholesale markets.

With us the Blakemore fruits two or three days ahead of the Premier and about a week before the Missionary. For a good early shipping berry which is adapted to a wide range of conditions, and one which yields an enormous harvest, we recommend the Blakemore. Better Blakemore plants cannot be had than WALLER'S quality plants.

Guarantee

You are fully protected when you buy WALLER BROS. quality berry plants. We place the following guarantee upon every plant we sell.

1. We guarantee the vitality and purity of our plants to the full amount of the purchase price.
2. We guarantee our plants to be state inspected and disease-free.
3. We guarantee our plants to pass inspection by any duly authorized state or federal inspector.
4. We guarantee the safe delivery of our plants to any destination in the United States.
5. We guarantee you full and complete satisfaction or your money refunded.

However, as yield is controlled to some extent by soil, weather conditions, and method of cultivation, under no conditions shall WALLER BROS. be held liable for production, nor in any case shall we be liable for more than the original cost of the plants.

Dorsett

A
NEW
VARIETY

DORSETT strawberry, like its mate the Fairfax, has so many desirable characteristics to its credit that the two varieties together set a new standard in quality strawberries. Vigorous plant growth, firm rich red berries of tasty dessert quality, high yielder of fancy fruit, and almost a sure cropper—these are some of the qualities which make Dorsett an outstanding variety.

This new berry is a cross between the Royal Sovereign (a popular English variety) and Premier made in 1923 by the United States Department of Agriculture. Although the Dorsett has not been given trial over as wide a range of conditions as has the Bellmar, wherever tried it has been found to excel almost every other early berry in quality, and in many sections it promises to be a serious contender for commercial prominence. So rich in flavor is this new variety, and so high in yield, many prominent berry growers along the eastern coast are turning away from the favored Premier to the newer Dorsett.

Under conditions which were not at all favorable this new berry is reported to have yielded 150 crates of fancy strawberries to the acre. As we have

not had sufficient plants to allow them to fruit, we do not know how well the Dorsett will bear in this section. However, if vigorous plant growth, and ability of the plants to withstand our weather conditions during the summer months has anything to do with yield, then the prospects of a heavy yield off our plot next spring is very favorable.

In color and appearance the Dorsett is rather distinctive. This berry is very light red in color, of a brilliant hue, and it holds this color as well or better than the Blakemore. As wholesale market buyers are accustomed to considering dark color as a definite sign of over-ripeness, the light color of Dorsett will be a big advantage.

The calyx of the Dorsett berry is bright green, the size of the berry unusually large, and its shape very attractive.

The Dorsett plant is fully as vigorous as its cousin, the Fairfax, although the two varieties are slightly different in type of growth. The Dorsett foliage is somewhat darker in color, and perhaps a little more abundant than the Fairfax. In our plots both plants have maintained a healthy growth throughout the summer.

**Better Plants
Cannot Be Bought
At Any Price**

FAIRFAX

Waller's Quality

FAIRFAX, according to all reports, sets a new standard for a quality shipping strawberry. Combining all the admirable qualities of both the Royal Sovereign and the Premier, and omitting many objectionable features of these two varieties, it bids fair to become a popular commercial berry. Introduced only a few years ago, of uncertain parentage, it has been given trial in a number of widely scattered states. Reports from these tests praise this new berry "to the high heavens."

On our trial plot this berry is most promising. The plants are healthy and vigorous, freely shooting lateral runners early in the summer. It makes an abundance of plants and should be set two feet apart in the row for best results. Although the foliage of Fairfax is not as dense as that of Dorsett, it is ample to protect the ripening berry.

The appearance of the Fair-

fax is one of its chief assets. Bright red in color, conical shaped with a light green cap and prominent yellow seed, it unfailingly attracts the eye. Its skin wears a high gloss which does not become dull after it has been pulled from the vine.

The Fairfax is very firm. Many growers say that it surpasses the Blakemore, the Klondike, or the Aroma in this respect. We will not say that it is better than those old favorites as a shipping berry, however, we do know that after seventy-two hours on the road it reached the wholesale market in New York in perfect condition.

We recommend that our customers give both the Dorsett and Fairfax a trial, however, we do not urge you to plant more than a few hundred of these plants until it is definitely established whether these new varieties are adapted to local conditions or not.

NOTICE

As these two varieties of berries have been given trial principally in the eastern berry growing districts, our customers in the South and mid-South are requested not to plant these two berries in exclusion of all others. Their reaction to soil and conditions other than those along the seaboard is as yet unknown. We suggest that our customers set only a few of these varieties until they have been more thoroughly tested.

IMPROVED KLONDIKE

HEAVY YIELD OF
FANCY BERRIES

Hardy Plants and
A Sure Cropper

The Best Berry for the
MID-SOUTH

SEVERAL other varieties of strawberries may excel the time-proved Improved Klondike in one particular feature, but for a good, all-round strawberry which combines a multitude of admirable features, this variety knows no superiors. It is by long odds the most extensively planted strawberry in the mid-South and, after thirty years of testing, there must be good reasons why berry growers stick to this old favorite.

The Improved Klondike is a free plant maker and almost a sure cropper. The new improved variety is not easily susceptible to the diseases common to strawberries. It is adapted to a wide range of soils and conditions, and seldom is it ever winter injured by late freezing.

The Klondike fruit is a bright, glossy red in color. It holds this bright color until long after it is marketed. It yields a heavy crop of fancy fruit which usually brings a 20 per cent premium on the market. In dessert quality, shipping quality, and strong plants we know of no variety which surpasses the Improved Klondike.

If you want vigorous, true-to-name Improved Klondike plants—let WALLER BROS. be your headquarters. We are prepared to fill your order, be it large or small, and we guarantee that you cannot buy better Klondike plants than those you will get from us.



MISSIONARY

For Florida, Texas, and the Gulf Coast—
An Unbeatable Shipping Berry

THE MISSIONARY, even after a quarter century of extensive planting, is still by far the most popular strawberry in Florida and Texas, and so outstanding is its yield and plant vigor that the newer introductions of the U. S. Department of Agriculture have not enhanced this popularity. We ship millions of Missionary plants to Florida and Texas annually.

This old variety is an excellent plant maker, doing well on soil too sandy for other varieties. It is free from rust, a vigorous grower, and produces an average yield of high quality berries. We have never known the Missionary to winter kill. However, we do not recommend its being planted north of Missouri as there are now several other varieties more nearly adapted to the colder climate.

The Missionary is mid-season in ripening. Its fruit is medium size, colored and shaped something like the Aroma. It is one of the firmest berries grown and will ship to distant markets without injury.

Our plants are from the original stock of Missionary—healthy, heavy producers, true-to-name. We take great pride in the quality of our Missionary and Klondike plants, for we believe that we grow and sell more plants of these varieties than any other plant dealer in the United States.



PREMIER



TRUCKERS FAVORITE The Super-Strawberry

THE Premier is the father of so many excellent strawberries that its qualifications as the supreme berry almost speak for themselves. Together with the Missionary, this berry has been used more times to propagate other varieties than any other single berry. To be so used by expert horticulturists, the Premier must have a number of admirable qualities.

The Premier is an extra-early berry, ripening several days before either the Missionary or the Klondike and only a few days after the Excelsior. It is a beautiful glossy red in color, fairly firm in texture, and of delicious eating quality. As a yielder of fancy berries it is unsurpassed.

This variety makes plants freely, is strong and vigorous, and during the years that we have fruited it, the Premier has shown many superior characteristics.

We have never known it to be frost killed, and it stands the long, dry summers of the South without being adversely affected. Truly, it is the super-strawberry for Southern and mid-Southern berry growers!

We do not hesitate to say that, with the possible exception of the Blakemore, it is the best early strawberry that we have ever grown. The berries are long and pointed with fat shoulders and slim necks. The light green cap curls back from the berry, giving it an attractive appearance. Although Premier is not quite as firm as the Blakemore, it has been shipped from this district to the Chicago market without damage.

The Premier was introduced by the U. S. Department of Agriculture a number of years ago. Our plants are strictly true-to-name and disease free. We can fill your Premier order, regardless of its size.

INSTRUCTIONS

WHEN TO ORDER. Your order may be placed at any time during the year for delivery any time between October 15th and April 15th. No orders will be shipped before October 15th, and orders shipped after April 15th will be at purchasers' risk.

CASH in full must accompany your order. You may remit by Money Order, bank draft, or cash in Registered Letter. Postage stamps will be accepted on orders of \$2 or less. If you send check please add exchange fee. We prefer money order.

PRICES ON ALL PLANTS quoted in this bulletin are prepaid to any destination in the United States unless marked "Not Prepaid." These prices supercede all former quotations.

LARGE QUANTITIES. Where customers wish to order larger quantities than those quoted in this bulletin, write us your needs. No reliable plant company in the United States can sell plants cheaper than we can, and we are prepared to fill any order regardless of size.

PACKING. We pack all plants according to the most approved scientific methods, and we make no extra charge for this packing.

TRUE TO NAME. Read our Guarantee on page 3.

REFERENCES. Express Agent, Judsonia, Arkansas; Farmers & Merchants Bank, Judsonia, Arkansas; or any Waller customer.

WALLER'S PLANTS ARE KNOWN AROUND THE WORLD

Lietuva, Lithuania

Dear Sir:
I have mailed you an order, begging you to forward me some of your splendid plants, especially the earliest strains. I'll be content to have such ones as you will bestow, as in this country there are no strawberries from America.

Please mail the plants by Express, Europe's Continent. The speediest way will be via Eyl Kuhnén (in Germany).

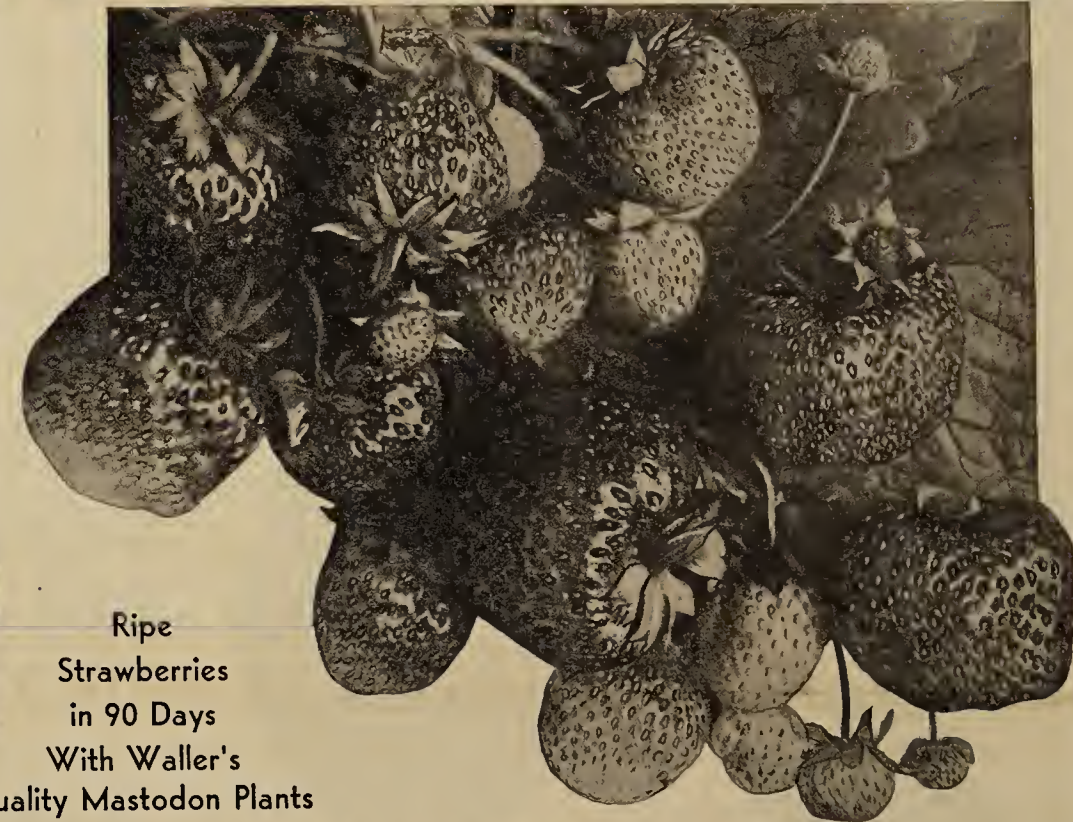
Our people are certainly very fond of your charming country, and they will be pleased to learn that Waller Bros. have sent them some of America's best fruit.

Yours very truly,

S. Nacevicius
Agricultural Gardens
Dotnuvia, Lithuania

MASTODON

Waller's Genuine



Ripe
Strawberries
in 90 Days
With Waller's
Quality Mastodon Plants

MASTODON--EVERBEARING

WITHIN the past few years the Mastodon has qualified itself as the best Everbearing strawberry yet introduced. It holds the same high position among the Everbearers that Premier and Blakemore hold among the early varieties. A heavy yielder—both Spring and Fall—of good quality berries which are moderately firm, large and luscious in shape and taste, a good plant maker for an Everbearing variety, disease and drouth resistant, very hardy and adapted to many soils and climates—Little wonder the Mastodon is called the Supreme Everbearer!

The Mastodon has easily outdistanced the old Champion and Progressive Everbearing strawberries, containing all the worthwhile qualities of these two varieties and many more which they lay no claim to. The Mastodon fruit is large—about the size of the Aroma—deliciously sweet, fairly firm, and of a beautiful color. It produces an enormous spring crop, followed in a few weeks by a moderate second crop.

Although the Mastodon does not make plants as freely as some of the early berries, it is a very free plant maker for an Everbearer. It blossoms late, thus avoiding the dangers of frost. It ripens its spring crop midseason.

Mastodon plants should be set in the mid-South in February or March, and we recommend keeping the blossoms from the plants until the middle of July, as this saps their vitality during the growing season. The second season the plants should be allowed to fruit freely.

After growing this plant for several years, we are ready to recommend it fully to our customers. However, it is our experience that the Mastodon, like any other Everbearing variety, will do best when planted in the Hill System. More, larger, and better berries can be picked from the Mastodon if the runners of the plants are kept cut off for the first season. Big, strong, individual plants bear more and better fruit than lots of weak plants. If this system is followed, plants should be set about 12 or 15 inches apart in rows 2½ feet apart. However, if you prefer the Matted Row method, set the plants 18 inches apart in rows 3 feet apart.

Waller Bros. Mastodon plants are guaranteed true-to-name. Due to our long growing season we are able to produce stronger and better plants of this variety than many plant growers farther North, and because of this fact we are able to quote a lower price on Quality plants.

AROMA

LATE

Safe From Frost

No late berry that we have ever grown comes as near being a perfect variety of strawberry as does the Aroma. This old standard berry is adapted to such a wide range of soils and conditions that it remains the favorite late berry in spite of all the newer introductions.

Perfect blossoms, vigorous, highly productive—the Aroma is by far the best money-making late variety produced in the South. It is very firm, bright red through and through, and of enormous size. In our fields no other late berry has ever matched the Aroma in size, yield, or hardiness. For that reason we have discontinued many late varieties after giving them trial.

The Aroma is a free plant maker for a late variety. It is very hardy, blooming late and thus avoiding all dangers of frost. It stands drought conditions better than any other late variety. As a shipping berry it is unexcelled. It is highly tart and continues to bear long after mid-season varieties have gone.



Evening Star

The fruit, plant growth, and season of ripening of the Evening Star resembles the Gandy so closely that they can hardly be discerned. This berry ripens late, has a hardy plant growth which withstands drouthy conditions well, and fruits excellent quality berries. Unlike the Gandy, however, it is perfect flowering.

The fruit stems of the Evening Star grow in such a position that the berries seldom rest upon the ground. There are no "white sides" to this berry when it ripens. It is a fair shipper and adequately fills the bill as a good, all-round late berry. We recommend a few of these plants for your garden.

EXCELSIOR

THE EARLIEST

Strawberry

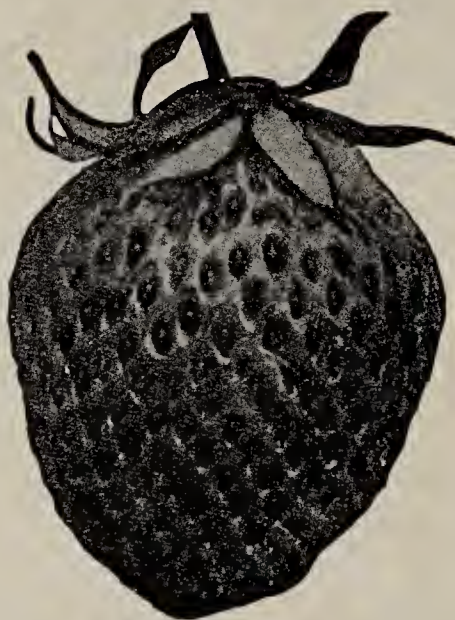
The Excelsior is the most favored extra-early strawberry that we have ever produced, however, in many respects it will not measure up to the Champion K.

The Excelsior fruit is large and juicy, dark red in color, and of high dessert quality. The plants are vigorous with ample foliage to shade them throughout the growing and fruiting season.

This variety has stood the test of twenty years steady setting by market gardeners. On short hauls it reaches the market in tip-top shape, however, it is not firm enough to make a good shipping berry.

NOTICE

It is our desire to give an honest and accurate description of all varieties of berries in this bulletin, and to recommend for planting only those varieties which we believe to be the best. However, all varieties will not do equally well under the various soils and conditions of the country. If you are not sure which berries will produce the best in your particular section, our Service Department will be glad to make specific recommendations. Write us!



St. Louis

For size and earliness the St. Louis is unexcelled. It ripens with the Excelsior and its fruit is much larger than either the Excelsior or the Champion K. However, this berry has one serious defect: It is too soft for transporting any distance. If the picking season happens to be unusually rainy, the St. Louis often become "puffy" and bleeds too freely for shipping.

The berries are very large, light red in color, and a fine table delicacy. Ripening as early as it does, it meets favor on local markets.

It is perfect flowering and of vigorous growth. It seldom frost injures, however, it is not recommended for Northern setting.



Lady Thompson

This is the most remarkable drouth resisting strawberry that has ever been produced for the arid regions of the South and west. At one time the Lady Thompson led the whole strawberry industry in the South in number of plants set and in yield. Only since the introduction of newer varieties adapted to specific regions has the popularity of the Lady Thompson declined.

The Lady Thompson is of firm texture, light red in color, and a vigorous grower. It thrives where other berries fail, and if you are in a locality where strawberries do not do well because of drouth conditions, we recommend that you try this berry.

GARDEN SPECIAL

No. 225

50 St. Louis 50 Premier

50 Aroma 50 Klondike 25 Mastodon

Price \$1.75, Postpaid

SEN. DUNLAP

MID-SEASON

The Best for the Mid-North Berry Grower

The Sen. Dunlap is an old standard variety strawberry which has been successfully grown for many years. It is a free plant maker, very hardy, and produces an enormous crop of excellent quality berries.

The Dunlap is one of the most favored varieties in the North and Mid-North, apparently being very resistant to frost injury. Its dark red fruit ripens mid-season, and probably no berry yet produced equals it for canning and preserving.

Its fruit is very firm, with a bright green cap, and slightly blunted in shape. It stands hot, moist weather without great injury. For a berry of unexcelled canning quality and one which produces a heavy yield, we suggest that you try a few of our good, strong Dunlap plants. As we have found the Dunlap and the Dr. Burrill to be one and the same berry, we have discontinued listing them separately.



CHAMPION K

A Good Early Berry

The Champion K, although not as popular as many mid-season and second early berries, is one of our best earliest varieties. It ripens with Excelsior, the earliest strawberry grown, and its fruit is fully as large as the Klondike.

The fruit stem of Champion K is very large and the plant makes a strong, vigorous growth, producing an abundance of heavily foliated plants. The berry is bright red, slightly blunted, and a good shipper for an early berry.

As these berries ripen several days before the Premier there is always a demand on the market for them. Try a few hundred of our Champion K and cash in on the local market.

GANDY

The Old Standby

This is one of the old favorites which has been planted for the past thirty years, and according to many growers, has not been bettered for a late variety.

In color, texture, and quality the Gandy ranks near the top. It is a good shipping berry and if planted with Aroma, will produce a fair yield.

The Gandy blossoms late and is seldom injured by frost. Its plant growth is strong and abundant, its foliage heavy and of a dark green color. To anyone who understands fruiting the imperfect blossoming berries we recommend the Gandy for a late variety.

STRAWBERRY COLLECTION NO. 2

With this collection you will have plenty of berries for the table and some for canning purposes.

100 Kelloggs' Premier.....	} \$2.50 Postpaid
100 Blakemore	
100 Aroma	

STRAWBERRY COLLECTION NO. 3

And a mighty good list of varieties.

100 Senator Dunlap.....	} \$4.00 Postpaid
100 Blakemore	
100 Big Late	
100 Aroma	
100 Kelloggs' Premier.....	

An Actual Photo of a Block of Waller's New Ground Berry Plants. This land was cleared and made ready for berries a year before we set it.



No berry plant can be disease-free that is grown on diseased ground. By setting our plants on new ground we are sure that we will not grow diseased plants.



A BLOCK OF OUR NEW GROUND MISSIONARY

TESTIMONIALS WHICH SPEAK FOR THEMSELVES

Tabor, N. C., February 14, 1934.

O. C. Waller & Bros.,
Judsonia, Ark.

Gentlemen: Your letter of the 11th received. Five years ago you shipped me the best Klondike plants I ever received and they are yet the best in this part of the country.

Yours very truly,

M. C. S.

Corpus Christi, Texas, July 4, 1934.

Mr. O. C. Waller,
Judsonia, Ark.

My Dear Sir: You may sometimes wonder how your plants fruit with me. Last November 15th I planted 1,000 Klondike. First picking February 15th. Last picking May 15th, total of two thousand pints, selling at 15c to 30c. Total cost picking \$45.00; cost of plants and work growing them \$50.00. Planted in rows 24 inches apart, plants set 10 inches apart in the drill, so I have a little less than one-half acre from which I received \$300.00 net. I will want 20,000 plants for this fall.

Yours very truly,

R. C. A.

Locust Grove, Okla., January 12, 1934.

Waller Brothers,
Judsonia, Ark.

Gentlemen: Some 20 years ago, when I lived in Missouri, I used your plants. Later moved to Oklahoma, took up other work. Really had forgotten your name, but by no means the quality of the plants. Let us have prices on what you now have to offer.

Yours very truly,

J. M. A.

Highlands, Texas, March 30, 1934.

O. C. Waller & Bros.,
Judsonia, Ark.

Gentlemen: Enclosed find check as pay for the following plants: 20,000 Missionary and 500 Mastodon. I wish to say the 20,000 Missionary bought of you last year were the best plants I have ever used. They arrived in excellent condition and I feel confident the above order will be likewise.

Yours very truly,

C. L. S.

Borden, Ind., April 24, 1934.

Waller Brothers,
Judsonia, Ark.

Gentlemen: All of the 800,000 Aroma plants have been delivered and all the growers as well as the County Agents are well pleased with your plants. I can truthfully say the plants received were the best lot of plants I have ever bought and they were certainly packed good, the plants showed no signs of heating and the leaves were not even wilted. I have not had one single complaint of any short count and that has saved me much trouble. Again thanking you for the good plants, the service rendered us and assuring you that when again in the market for plants we will know where to get the best grown.

Yours very truly,

G. W. M.

Chino, Calif., January 9, 1934.

Mr. O. C. Waller,
Judsonia, Ark.

My Dear Sir: Please send to me the following strawberry plants at once: 19,000 Missionary, 6,000 Klondike and 8,000 Aroma. Check enclosed. Thanks very much for the good plants you have been sending us for the past three years.

Yours very truly,

K. A.

Metropolis, Ill., March 27, 1934.

Waller Bros.,
Judsonia, Ark.

Gentlemen: The 17,000 strawberry plants came through in fine shape. We are well pleased with them. Thanks for the prompt service.

Yours very truly,

R. W. A.

El Monte, Calif., March 13, 1934.

Waller Brothers,
Judsonia, Ark.

My Dear Sir: The last shipment of Klondike shipped me last month were very fine plants and I wish you would ship at once, 10,000 more of the Improved Klondike.

Yours very truly,

Z. N.

The YOUNGBERRY

During the few years we have grown and fruited the New Youngberry its success has been phenomenal, often yielding 200 cases of fancy berries to the acre. This year we are offering our customers an improved variety—a Thornless Youngberry. In every test this variety has shown itself equal to the Thorny kind. The only difference apparently is that the improved variety is the old kind minus the thorns—and that's an improvement.

The Youngberry is a glowing dark purple in color, very sweet, firm enough to ship, and of a high dessert quality. The large berries measure an inch in length and more than half an inch in diameter. The plants are vigorous growers and perfectly hardy.

Youngberries are no more difficult to cultivate than other vining berries. Set in blocks seven feet by seven feet, using a two wire trellis four feet high for the vines. Cultivate as any other berry, cutting the dead wood after the vines have fruited.

We recommend the Thornless variety. Our plants of this type are bought direct from the propagator and sold under patent.

LUCRETIA DEWBERRY

The Lucretia (The Creeping Blackberry) is so far ahead of any other variety of Dewberry that we have discontinued growing other kinds. The berries are a deep glossy black, large in size, and of a fancy quality. As Lucretia fruits at the close of the strawberry season, and about two weeks before the ordinary blackberries come in, there is always a demand for Dewberries on the market. The Lucretia bears long, cylindrical-shaped berries which are very firm.



This variety of Dewberry is the only truly disease-resistant type yet produced. The plants are vigorous growers, hardy in the South and mid-South.

Dewberries are very easy to cultivate, and due to their large size, they are not difficult to pick. The common method of growing them is to plant in rows five feet apart, setting the plants three feet apart in the row. In the Northern states the Dewberry is not perfectly hardy and a straw mulch is usually used to cover the entire field. In the South and mid-South this is unnecessary unless the vines are to trail on the ground. Straw mulch is sometimes used then to keep the ripening berries from coming in contact with the ground. Often the vines are trellised on a single wire. Remember, you cannot buy better Dewberry plants than Waller's True-to-name plants.

Waller's New Price List

EARLY
PREMIER
BLAKEMORE BELLMAR

MIDSEASON
KLONDIKE
MISSIONARY DUNLAP

LATE
AROMA
EVERBEARING
MASTODON

We Are Also Offering
For Your Approval—

DORSETT
AND
FAIRFAX

These Are the Winners!

Variety	STRAWBERRY				
	(Postpaid) 100	250	500	Not Postpaid 1,000	5,000
Aroma	\$.75	\$1.00	\$1.75	\$3.00	\$14.50
Blakemore75	1.00	1.75	3.00	14.00
Bellmar75	1.00	1.75	3.00	15.00
Champion K.75	1.00	1.75	3.00	14.50
Dorset	1.00	1.50	2.25	4.00	20.00
Evening Star75	1.00	1.75	3.00	15.00
Excelsior75	1.00	1.75	3.00	14.00
Fairfax	1.00	1.50	2.25	4.00	20.00
Gandy75	1.00	1.75	3.00	15.00
Improved Klondyke75	1.00	1.75	2.75	13.50
K. Premier75	1.50	2.00	3.75	18.00
Lady Thompson75	1.00	1.75	3.00	15.00
Missionary75	1.00	1.75	3.00	14.50
Senator Dunlap75	1.00	1.75	3.00	14.50
St. Louis75	1.00	1.75	3.00	15.00

Everbearing					
Mastodon	1.00	2.50	4.00	7.50	35.00

	YOUNGBERRY			(Not Postpaid)		
	(Postpaid) 6	12	25	50	100	1,000
Thorny	\$0.50	\$1.00	\$1.50	\$1.50	\$2.25	\$12.00
Thornless	1.00	1.50	2.50	4.00	6.00	35.00

DEWBERRY						
Lucretia50	1.00	1.50	1.00	1.50	10.00

BELLMAR

A New Fancy Early Shipping Berry

BELLMAR, like the Blakemore, is a recent introduction of the United States Department of Agriculture. It is a scientific cross between the Premier and the Missionary, and the resulting berry, according to many reliable sources, is considerably higher in dessert quality than either the Premier or the Missionary, and is of a better shipping quality than the Premier.

The new Bellmar has a number of qualities which make it outstanding in any list of strawberries. Since its introduction in 1922, this berry has been tried in almost every state in the Union, and from no strawberry growing district has there come a report of its failure. In some instances this berry has been reported to yield as high as 5000 quarts to the acre. Under government test the Bellmar yielded 112 twenty-four quart crates on an acre plot.

Quoting from Circular No. 171, United States Department of Agriculture, July, 1931: "As compared with Premier the plants are more vigorous and produce more freely; the blossoms are perfect, ripening almost a week earlier than Premier and fruits about as long. In Glendale, Maryland, it has been more productive than Premier and produced a better grade of berries, and on good soil the berries are fully as large; color bright red, similar to Premier but not as dark as Missionary. They have a very large green calyx and a gloss which has caused it to be selected as the handsomest among hundreds. They are firmer than Premier and not so acid as Missionary. They rank high in dessert quality when grown under proper conditions."

Plant Growth: Of all early varieties Bellmar, Blakemore, and Premier have



maintained the healthiest plant growth throughout the growing and fruiting season. The Bellmar plant growth is vigorous, of a bright glossy green color, and with us it appears to be able to withstand the summer heat and drouth without a great loss in plants. Nor have we ever received a report where Bellmar was frost killed. In the spring, at harvest time, the Bellmar maintains a healthy plant growth, thus protecting the ripening berries from the sun.

Production: Although we have not yet let any of our Bellmar plants set fruit, all reports are to the effect that Bellmar produces a heavy crop of fancy fruit. On one test plot this berry yielded 3860 quarts to the acre, 83 per cent of which were good to

fancy. From these figures it may be seen that Bellmar is in the same class as Premier and Blakemore when it comes to production.

Appearance: The berries are a gossy, luscious bright red. Their bright green cap, cupped up like the Premier, gives it a very effective appearance. However, like the Missionary, after the berries have been picked a few days they turn to a dark red.

WALLER BROS. considers the Bellmar a valuable addition to the long list of good strawberries. We sincerely recommend it to our customers. However, as plants of this variety are limited this season, we urge you to place your order not for future delivery.

SPECIAL NOTICE

During the year we have many inquiries in regards to our price on Mixed, Surplus, or Second Grade stock. We are not able to quote a price on merchandise of this kind, because we do not handle it.

As soon as our plants are dug they are brought to the packing shed where they are immediately counted, labeled and packed. This assures you that there will be no "mixed" plants (plants of various and sundry varieties) in your order when you favor WALLER BROS.

We do not have any "surplus" plants (plants left over from one day to the next) because we dig our plants only as we need them to fill our orders. Our weather conditions are such that we can dig plants practically every day throughout the fall, winter, and spring. We never place our plants on "cold storage" to await your order.

Price or Quality?

We can talk quality or we can talk price with any plant establishment in the United States producing a dependable grade of plants. Although we do not like to extol our low prices (for quality should always come first), still during the year many berry growers ask us how we can produce good plants at such low prices. Here are the reasons:

1. We are located in the heart of the berry district of Arkansas.
2. We own our own farms and produce all our plants, and thus we only have to make one profit off these plants.
3. Living conditions are comparatively cheap here and we can secure labor in accord with the cost of living.
4. By selecting the plants we set, we never suffer a loss from disease or inspection turn-down.
5. By setting our plants on new ground we produce big, healthy plants which bring us many satisfied customers.
6. The enormous volume of our business, running into many millions per year, enable us to quote prices at only a small margin of profit per thousand.

SPECIAL NOTICE

However, in culling our plants as closely as we do, we have a number of inferior or second class stock. Although a few dealers make a practice of selling this type plant at reduced prices, WALLER BROS. cannot offer this low quality plant for sale. Such plants would not give our customers the satisfaction they would have a right to expect from WALLER quality plants, and would therefore be poor advertising for this company. Viewed from the angle of production, these plants, regardless of the price at which we quoted them for sale, would be the most expensive plants you could buy. Second class plants always have some material defect, and any defective plant that you set is a liability in your field—not an asset.

In the interests of both berry growers and plant dealers, we destroy all plants that are stunted in growth or diseased.